

UKISUG helps DiCentral build awareness with SAP users in the UK

Targeted webinar helps DiCentral secure contract with global retail brand

[DiCentral](#) provides Cloud-based EDI solutions to help organisations across the world manage fulfilment channels and software integrations. With an established presence in the North American and Asian markets, DiCentral has expanded to Europe after acquiring Munich-based Compello in 2018. As part of the European expansion, the company wanted to build its presence in the UK market and grow its local contacts.

Contacts are everything

DiCentral wanted to reach senior IT decision makers using SAP in the UK and quickly identified the UK & Ireland SAP User Group (UKISUG) as the ideal partner to help the company reach this audience. After becoming an Affiliate Member, DiCentral worked with the User Group to run a webinar on “Cloud Managed Services EDI for SAP” to showcase how organisations in the UK could utilise DiCentral’s Cloud-based EDI.

“The User Group was extremely supportive, helping us to identify and target the right SAP stakeholders at prospective customers. The direction the User Group team provided on the webinar content was also invaluable in ensuring we had the best possible chance of success,” explained Giada D’Ortona, Senior Business Development Manager at DiCentral Europe.

An instant result

In total 23 companies attended the webinar and DiCentral saw almost an immediate return on investment. The webinar was attended by the SAP decision maker of a global retail brand, which led to a follow-on conversation with DiCentral that ultimately led to a signed contract. While the retail brand had been aware of DiCentral in the US market, they had not heard the company had expanded into Europe until the webinar. As the retail brand was looking for someone with strong US experience to work with in Europe, the User Group webinar helped convince them DiCentral would help meet their EDI needs.

As a result of this success, DiCentral hosted a second webinar on the same subject which saw a further 14 companies attended. This has resulted in more new business leads and help raise the profile of the company further in the UK.

“Following our new customer win, investing in the User Group has been seen as the ‘perfect assist’ by senior management,” commented D’Ortona. “We are a small regional team, so couldn’t rely on cold calls or broad marketing strategies to reach our target audience. Our contacts at the User Group consistently made it easy for us, being responsive, offering great advice and input without adding work to our plates.”

Onwards and upwards

Such has been the success of the partnership to date, DiCentral is now looking to expand its relationship with UKISUG and look to work with other user groups across Europe. “Despite the operational challenges posed by COVID-19, the User Group has made a real difference in our business in the UK. We have had a fantastic experience partnering with the User Group and look forward to growing our involvement further over the coming year,” concluded D’Ortona.